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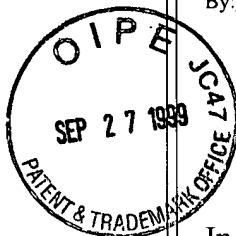
PATENT

Attorney Docket No. 88650

TOWNSEND and TOWNSEND and CREW LLP

By: 

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10/6/99



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

MARTIN FINSTERWALD

Application No. 08/783,372

Filed: January 13, 1997

For: METHOD OF BUILDING UP A
DATA BANK CONTAINING
CUSTOMER DATA AND/OR THE
ORGANIZATION OF A REBATE OR
COUPON SYSTEM

Examiner: D. St. Cyr

Art Unit: 2876

AMENDMENT

San Francisco, CA 94111
September 23, 1999

Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

This responds to the Office Action dated March 23, 1999. As a precautionary measure, applicant also requests an extension of time, if needed and if not separately attached hereto, and authorizes the Commissioner to charge the fee therefor to our deposit account in accordance with our standing authorization for such charges.

REMARKS:

Claims 39-42 are pending.

Claims 39-42 were rejected for obviousness over Schultz in view of Small.

Schultz was characterized as disclosing an automatic purchase reward accounting system and method comprising the steps of: applying a unique (UPC) code to evidence the product and giving the customer a certificate including rewards earned after the

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